

Message Text

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ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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R 070825Z APR 76

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 9072

AMEMBASSY SEOUL

AMEMBASSY MANILA

UNCLAS TAIPEI 2213

FOR: USDOC/BIC/OIM/EA/KELLY PASS SAD

E.O. 11652: N/A

TAGS: BEXP, TW, KS, RP

SUBJECT: HEALTH CARE TECHNICAL SEMINAR

SUMMARY: TAIPEI PORTION OF SUBJECT SEMINAR WAS COMPLETE
SUCCESS FOR SEMINAR MEMBERS AND POST.

1. AMBASSADOR LEONARD UNGER OPENED SEMINAR AT CEREMONIES
HELD AT 9:00 AM ON THURSDAY, APRIL 1. DR. WANG CHIN-MAO,
DIRECTOR GENERAL, NATIONAL HEALTH ADMINISTRATION,
EXECUTIVE YUAN, ROC, WAS GUEST OF HONOR. DR. CHIU SHIH-
JUNG, PRESIDENT, HOSPITAL ADMINISTRATION ASSOCIATION OF ROC,
THE ORGANIZATION COSPONSORING SUBJECT EVENT, DELIVERED
BRIEF REMARKS. MR. RICHARD GARNITZ, DIRECTOR, OFFICE
OF INTERNATIONAL MARKETING, USDOC, WAS PRESENT AT OPENING.

2. SESSIONS ON THURSDAY, APRIL 1, AND FRIDAY, APRIL 2
ATTRACTED 165 REGISTERED VISITORS AND TOTAL ATTENDANCE
OF 176. VISITORS INCLUDED MANY RANKING EXECUTIVES IN
HEALTH CARE FIELD AS WELL AS PHYSICIANS AND MEDICAL
TECHNOLOGISTS. SEMINAR MEMBERS, TOGETHER WITH DRS.
ERICKSON AND UHRICH, HELD 65 APPOINTMENTS. ONE-HUNDRED
SIXTEEN PHYSICIANS AND SURGEONS; PRESIDENTS OF HOSPITALS;
DIRECTORS OF DEPARTMENTS WITHIN HOSPITALS; PRESIDENTS
OF MEDICAL ASSOCIATIONS; PRESIDENTS OF RELATED TRADING
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COMPANIES AND OTHER LEADING EXECUTIVES IN MEDICAL AND
HEALTH CARE FIELD ATTENDED A THURSDAY EVENING RECEPTION

HOSTED BY TRADE CENTER DIRECTOR FOR SEMINAR MEMBERS.
AMBASSADOR UNGER AND TC DIRECTOR GREETED GUESTS ARRIVING
AT RECEPTION.

3. BUSINESS RELATIONS ESTABLISHED DURING TWO-DAY EVENT
GENERATED \$400 IN IMMEDIATE SALES AND \$1,374,500 IN SALES
PROJECTED OVER NEXT 12 MONTHS. HODGES X-RAY SIGNED
REPRESENTATION AGREEMENT. ELLERBE ARCHITECTS/ENGINEERS
LOCATED 3 JOINT VENTURE POSSIBILITIES. HALEN ELLIOT
(HEALTH FACILITIES ANALYSES) IDENTIFIED 3 POSSIBILITIES
FOR REPRESENTATION.

4. AMBASSADOR UNGER MADE SPECIAL ARRANGEMENTS TO RECEIVE
SEMINAR MEMBERS AT HIS RESIDENCE ON FRIDAY EVENING.
AMBASSADOR'S INVITATION WAS HIGHLIGHT OF SEMINAR MEMBERS'
VISIT TO TAIPEI.

5. SEMINAR MEMBERS' INITIAL REACTIONS TO TAIPEI EVENT
WERE HIGHLY FAVORABLE. AUDIENCE WAS ALSO VERY IMPRESSED
WITH SUBSTANCE OF PRESENTATIONS AND QUALIFICATIONS OF
SPEAKERS. BOTH SEMINAR MEMBERS AND THOSE ATTENDING
COMMENDED TC FOR MANNER IN WHICH ALL ASPECTS OF SEMINAR
WERE ORGANIZED AND EXECUTED. SEMINAR MEMBERS EXPECT
SUBSTANTIAL FUTURE BUSINESS PROSPECTS IN ROC AS A
RESULT OF CONTACTS MADE DURING SUBJECT EVENT. ALL
INDICATED THAT THEY WILL DEFINITELY VISIT ROC IN FUTURE AND
CALL UPON POST FOR ASSISTANCE.

6. TC DIRECTOR WILL AWARD PEACE AND COMMERCE MEDALS
TO DR. WANG CHIN-MAO, DIRECTOR GENERAL OF NATIONAL HEALTH
ADMINISTRATION; DR. CHIU SHIH-JUNG, PRESIDENT, HOSPITAL
ADMINISTRATION ASSOCIATION OF ROC; AND DR. WEI PING-YEN,
PRESIDENT, TAIWAN UNIVERSITY HOSPITAL. ASSISTANCE FROM
ABOVE PERSONS WAS INVALUABLE TO TC'S PREPARING FOR SUBJECT
EVENT.

7. ON 4/9/76 TC WILL FORWARD TO DOC BY APO AIR MAIL AN
ANALYSIS OF ATTENDANCE AT SUBJECT SEMINAR.

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8. TSS FUNDS FULLY EXPENDED.
UNGER

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